



# No Wrong Door Planning Process

Planning Advisory Group Meeting  
April 24, 2015



# Overview



# Today's Meeting

## Purpose

- To define and prioritize NWD's connections with:
  - Consumers
  - Referral sources
  - Other partners

## Desired Outcomes

- Prioritized market segments
- Market profiles
- Draft messages and input to marketing and outreach strategies



# Today's Agenda

Time	Item
9:00 – 10:30	Reminders and Updates Summary of Work to Date and Implications
<b>10:30 – 10:45</b>	<b><i>Break</i></b>
10:45 – 11:00	Today's Work – Overview and Key Concepts
11:00 – 12:15	Connecting with Consumers
<b>12:15 – 1:15</b>	<b><i>Lunch</i></b>
1:15- 1:45	Connecting with Consumers
1:45 – 2:45	Connecting with Referral Sources
<b>2:45 – 3:00</b>	<b><i>Break</i></b>
3:00 – 4:00	Connecting with other Partners
4:00 – 4:15	Closing and Next Steps
4:15 – 5:00	Public Comments

# Reminders and Updates



# Recommended Guidelines

- Consumer/ caregiver priority #1
- Hats off – think for the state as a whole,
- Content experts sharing expertise
- All participants on equal footing
- Check assumptions and jargon
- Watch for miscommunication



# Underlying Assumptions

- Changes in funding and policies/ procedures will be needed
- Counties control financial eligibility process
- The need for LTSS may exceed the capacity of LTSS providers
- *You are here as planners, not stakeholders*



# “Rules of Play”

State/ Steering Committee	Planning Advisory Group
PG input will be truly listed to and considered	Take off stakeholder hat and think for the whole
Decisions and the rationale behind them will be shared in a transparent and timely fashion	Be willingness to do things differently (let go of, “we always do it this way...”)
Won’t ask the PAG to do duplicative work or “make work” (if something is already decided, own it)	Bring your expertise to the table – share what you know
Ensure that the PAG’s work will lead to change (get to implementation)	Prioritize, prioritize, prioritize



**Tasia,  
Tasia,  
Tasia!**



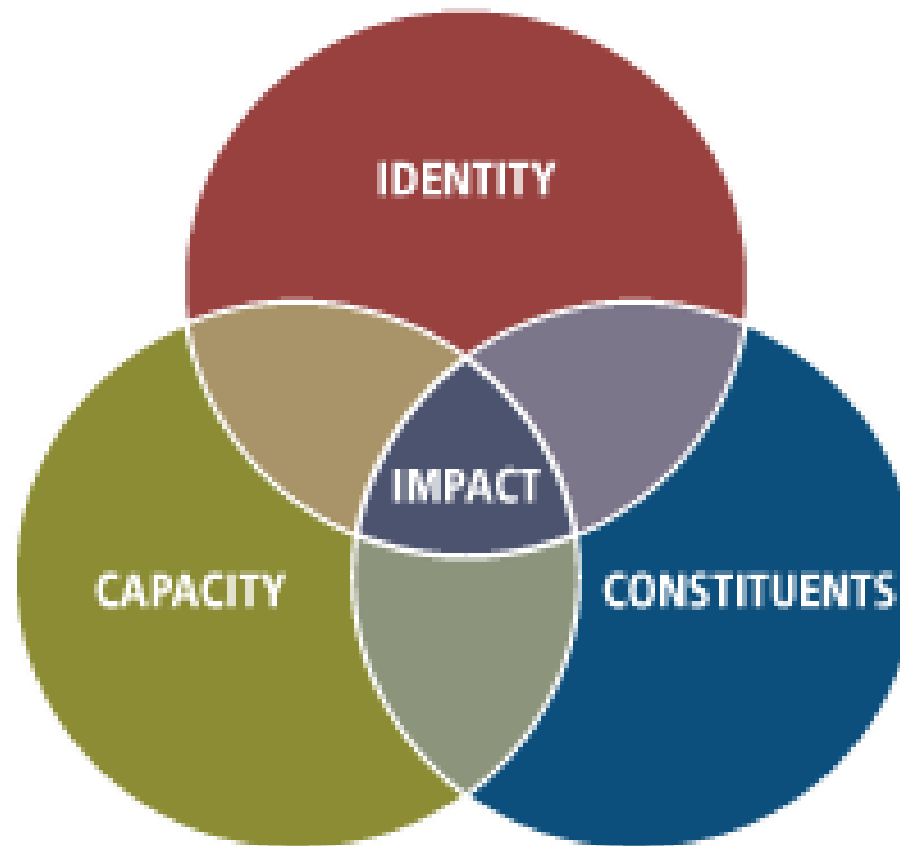
# Other Updates



# Summary of Work To Date



# Impact Model



Impact Model for Success and Sustainability  
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# Identity (Why?)

## Vision

- Coloradans with disabilities and older adults can easily obtain comprehensive information and streamlined access to personalized supports and services that promote dignity, respect, and freedom of choice from wherever they enter the system.

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# Identity (Why?)

## **Mission**

- Colorado's No Wrong Door system ensures that all Coloradans with disabilities and older adults are connected to the supports and services they need to live dignified and self-determined lives in the community of their choice, regardless of pay source.



# Identity (What?)

## Description

- A statewide, coordinated system that fulfills these functions:
  - Person-centered counseling
  - Person-centered transitions
  - Streamlined access to publicly-funded programs
  - Information, referrals, and awareness of LTSS
  - Consumer, partner, stakeholder involvement
  - Quality assurance/ continuous improvement



# Identity (What?)

## **Person-Centered Counseling/ Transitions**

- Consumers are in the driver's seat. Their needs and interests dictate which steps of the NWD process they go through, how long that takes, and which priorities are addressed.



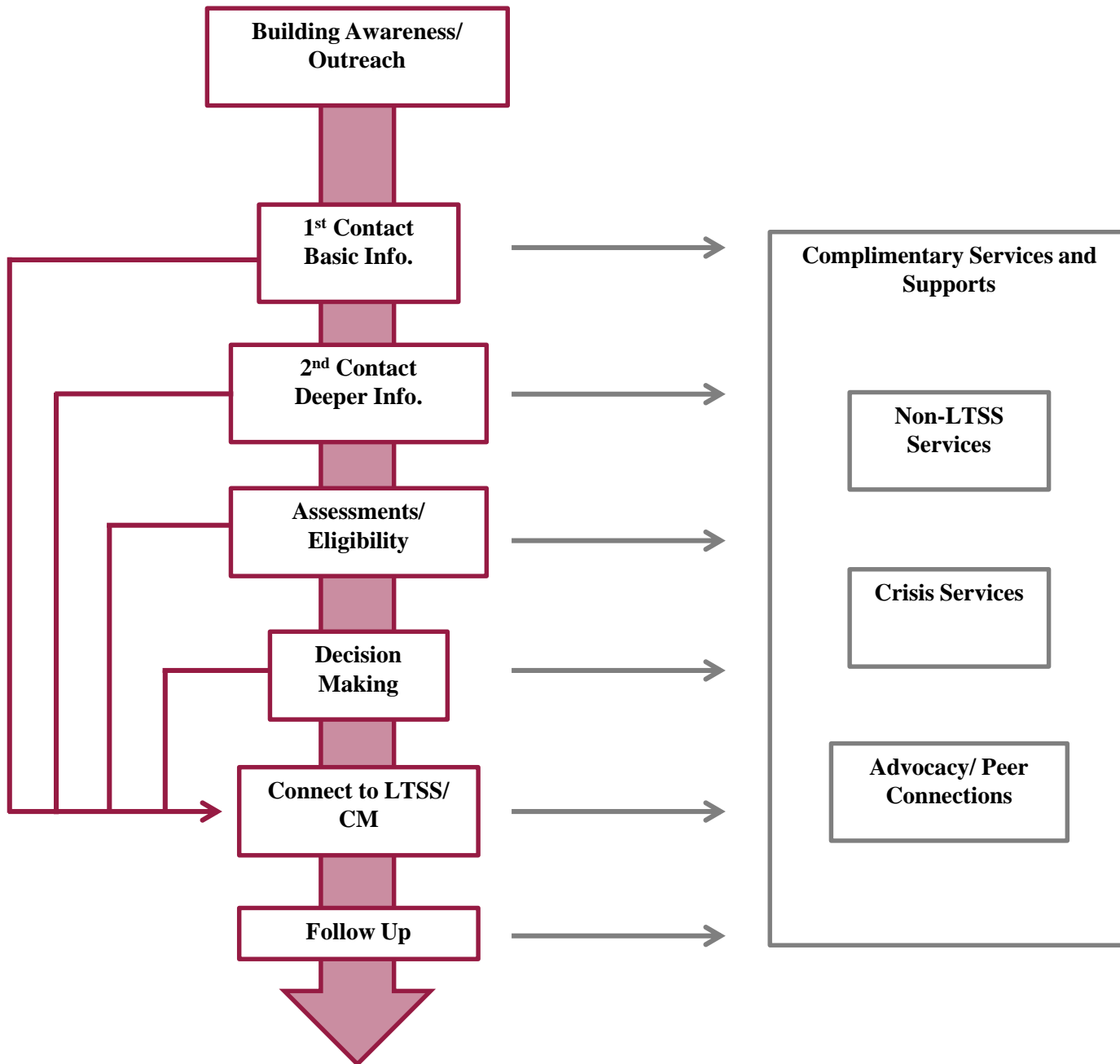


# Identity (What?)

## **Person-Centered Counseling/ Transitions**

- NWD meets them where they are and does what it takes to:
  - Understand the consumer's needs and interests
  - Identify any non-LTSS and/or crisis needs
  - Assist with applications and eligibility screenings
  - Offer conflict-free options
  - Connect the consumer to their selected options
  - Follow up to ensure needs are met





# Identity (What?)

## **Streamlined Access**

- Team approach between financial/functional
- Timelines sync up
  - Both sides are able to check status of other in real time
  - Communication channels between the two exist
  - Coordination around gathering data and documentation; also on appeals



# Identity (What?)

## **Streamlined Access**

- Upgrade systems, processes, and procedures
  - Ensure work is not duplicated
  - Automate wherever possible
  - Significant changes to data-sharing processes and structures



# Identity (What?)

## **Streamlined Access**

- Ideally, these functions are co-located within NWD
  - NWD processes both functional and financial assessments/ determinations; or
  - NWD operates as a Certified Medicaid Application Assistance site



# Implications of System Design



# Capacity (How?)

## Staffing

- Bachelor's degree (ideally in related field)
- Certification is mandatory
- Skills/ Attributes:
  - People skills
  - Communication skills
  - Research/ interview skills
  - Problem solving skills
  - Customer service skills
  - Unflappable
  - Adaptable
  - Tech savvy
  - Able to multi-task
  - Culturally competent



# Capacity (How)

## **Quality Assurance/ Continuous Improvement**

- Most important factor in quality assurance is having a sufficient number of qualified staff to deliver NWD to consumers
- Consumer satisfaction is the focus of quality assurance evaluation
- Consistent statewide delivery implies significant building and/or standardizing of infrastructures and systems (IT, policy, data sharing, etc.)





# Implications

System Features	Design Implications
High level of quality; consistency across the state	High levels of control/ centralization and accountability

# Implications

System Features	Design Implications
High-tech, shared IT system; skilled staff who have a low turnover rate; serving the private-pay market	<p>Need for sophisticated, robust, reliable business systems:</p> <ul style="list-style-type: none"><li>• Human resource/ professional development</li><li>• Monitoring key quality metrics</li><li>• IT/ data sharing and security</li><li>• Dynamic, up-to-date, locally-relevant resource data</li><li>• Fee for service/ billing/ financial management systems</li></ul>

# Implications

System Features	Design Implications
High levels of consistency and quality; serving the private-pay market	<p>High start-up costs/ barrier to entry (technology, staffing, backup systems, etc.)</p> <p>Need for sophisticated management/ leadership capacity:</p> <ul style="list-style-type: none"><li>• Held accountable to standards and outcomes</li><li>• Focus on both developing new markets while also managing high volume “retail” operation</li><li>• Able to run financial models/ projections</li></ul>

# Thoughts?



# Today's Work – Overview & Key Concepts



# Intro

They Call It	Today, We'll Call It
Information/ Awareness of LTSS	Connecting with consumers
Referrals	Connecting with referral sources
Partner Involvement	Connecting with other partners

- What is your current marketing plan or strategies?
- What kind of market research do you do on an ongoing basis?



# Common Misperceptions

- Everyone should care about/needs to know about LTSS
- Marketing means having to sell, convince, or persuade
- Marketing is writing a brochure or press release, posting to Facebook, etc.



# Reality

- Marketing means creating programs, services, and strategies that appeal to and resonate with your target market
- Marketing means understanding the target market's interests in relation to your mission, outcomes and benefits
- More, louder, wider communication is also not a marketing strategy





Marketing	Public Relations	Communications
Using outreach and marketing strategies to entice members of a <u>specific target market</u> to take a specific action	Building/maintaining relationships <u>with key publics</u> and creating a positive image/reputation in the broader community	Designing messages that resonate, delivering them to the <u>intended audience</u> through the right channels, and receiving feedback
Leverages the image/reputation PR develops	Often precedes marketing	Foundation of both public relations AND marketing





goal



**Analysis**



**Strategies**



implementation

# Connecting with Consumers





Understand  
relevant trends,  
issues, and  
opportunities



Define the  
largest  
potential  
market



Segment the  
potential  
market



Select and  
profile the  
target market





# Largest Potential Market - Now



# Largest Potential Market - Future



What are the different ways  
someone might relate to LTSS?





# Segments Identified



# Prioritizing Segments

- More/deeper with current segments vs. reaching new segments?
- Which segment is most likely to take our desired action?
- Which segment is easiest to reach?
- Is largest?
- Is most strategic?
- Has the greatest need?



# Building Profile



# Connecting with Referral Sources



Given the priority consumer market segments, which referral sources are most important to connect with first? Why?





# Customizing Linkages



# Regional Mapping

- Source
- In our region, that's...
- Notes





# Connecting with Partners



# What does NWD offer partners?



# What kinds of partners does NWD need?



# Regional Mapping

- Partner attribute
- In our region, that's...
- Notes



# Wrap Up



# Next Meeting

## Planning Group Meeting #4

- Monday, May 11, 2015 – 9:00AM – 5:00PM
- Rifle, CO
- Lunch provided
- Focus: the details
  - Coordinating NWD with other HCPF and DHS initiatives
  - Consumer feedback looks/ input during implementation
  - Review of detailed workflows
  - Implications for individual agencies



# Remember!

- **New Location!**
  - Grand River Health Hospital and Medical Center, 501 Airport Road, Rifle 81650



# Requests for Next Meeting





# Public Comment

